

22 effect in the marketplace of that, sort of as a

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1 dominant new news source that other stations can't
2 get a hold or just give up on local news entirely?

3 S. DEREK TURNER: Well that's correct, I
4 mean as you can easily imagine the situation where
5 now most news stations sort of take their cue from
6 the daily newspaper, they open it up, they read
7 what's in there.

8 With a cross-owned situation, you may
9 find that they're only giving their reporters access
10 to the station they own. All the other stations are
11 sort of cut off from talking to the other reporters
12 from getting inside scoops and so they throw up
13 their hands in the air and say, well, I guess we'll
14 just do more syndicated programming because we can
15 no longer compete adequately, so, that's the affect
16 that we're seeing.

17 KEVIN MARTIN: Mark, you look like --

18 MARK COOPER: There's actually other
19 data in the record, an academic study which looked
20 at what happens when the New York Times moves into a
21 local community and what they found in that study,
22 it's one of the reviewers actually of the peer

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1 reviewers, Lisa George is the principal author,
2 George Wolfolk is the second author.

3 What they found is that that newspaper
4 grabs a certain segment of the audience that moves
5 away from the local newspaper and the local
6 newspaper's re-orient themselves away from a certain
7 type of coverage and the fascinating thing was that
8 they found that electoral turn out, which is the
9 bottom line of democracy, went down in local
10 elections because the newspapers have moved away
11 from a specific type of news and lost that audience,
12 but was unaffected in national elections which of
13 course is what the New York Times is serving.

14 So there's good solid evidence that of
15 this, what you should call a crowding out effect is
16 when you get a dominant entity in this, in a
17 marketplace, it crowds out the others and none of
18 the -- interestingly, one of the radio studies asked
19 that question, but none of the TV studies actually
20 looked at the effect at the market level, which is
21 what the public policy is about.

22 KEVIN MARTIN: So, Derek, I just want to

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1 make sure I understand your point, I mean I think I
2 do, but what you're saying is that so even when a
3 cross-owned station in a market produces more, even
4 if they produce more local news, in the whole market
5 itself when you look at everyone else, they're
6 actually doing less on their local news because of
7 the impact of what that cross-ownership is, is that
8 what, I think that's what you said.

9 S. DEREK TURNER: That's the net effect
10 and you have to realize that we're talking sort of
11 econometrics here so we're controlling for
12 everything under the sun and trying to actually
13 isolate the effect of cross-ownership. And I would
14 not actually concede that the cross-owned stations
15 do more local news because the one study that

16 actually looked at it, the only effect they really
17 found was during the lead up to the election they
18 may have been doing slightly more sports and
19 weather, but not political coverage.

20 KEVIN MARTIN: What I was saying,
21 though, even if you assume they did, that wasn't,
22 the whole market was still harmed is what I was

0141 1 saying, so even, whether, whether the other study
2 showed that or not, that's what I think your point
3 was.

4 S. DEREK TURNER: Right.
5 KEVIN MARTIN: You, I had a couple other
6 quick follow-ups, you also said that outside of the
7 very largest markets there's no benefit on the
8 duopoly issue, can you tell me what you mean by very
9 largest, what is very largest to you?

10 S. DEREK TURNER: Well when you, so we
11 had data on financial, data for financials for every
12 single station in all the nation's 210 markets, you
13 do see a positive effect when the New York DMA is
14 included and the Los Angeles DMA is included. You
15 do see a positive effect on the revenues of duopoly
16 stations and cross-owned stations.

17 However, if you exclude those from the
18 analysis, you see no effect and, in fact, if you
19 look specifically at markets that are, have very few
20 voices, you actually start to see a negative effect
21 on the bottom duopoly station.

22 KEVIN MARTIN: Sure, I wanted to, in
0142 1 light of following, in light of that answer about
2 the very largest stations, New York and LA, for
3 example, actually I wanted to ask Reverend Jackson
4 because we were talking about this right before we
5 started and actually Bob Edwards I think you
6 mentioned even the impact on Chicago, could you all
7 tell me, do you think that there's any difference
8 that we should be making between the largest markets
9 and when we're talking about cross-ownership issues
10 or ownership issues.

11 So do you think that there's still a
12 problem with cross-ownership in large markets like
13 Los Angeles? Reverend Jackson or Bob Edwards, you
14 were talking about Chicago and the negative impact
15 that happened there.

16 REV. JESSE JACKSON: Of course it is.
17 We, we live in a pleasurable democracy. The reason
18 I ask and I hope you consider it even now,
19 independent bipartisan minority ownership task force
20 so that you can pull all of this together and kind
21 of hear us collectively, come up with some plan is
22 that the cross-ownership monopoly lends us -- you

0143 1 know, there are so many good journalists who have
2 now been reduced to PR workers for a corporation.
3 They can't get a job, they're locked out. Their
4 voices are locked out. Many of the largest
5 (inaudible) majority are black and Latino. That's
6 the (inaudible) back to reality of our nation and
7 there must be some consideration in the marketplace
8 of that diversity.

9 You know, they're fighting a war right

10 now in Iraq. You know (inaudible) have more Sheite
11 concentrated ownership at the expense of
12 (inaudible).

13 Reason for democracy means some shared
14 participation, that Sheites and Kurds should own
15 access to (inaudible) constitutional positions
16 because you just can't (inaudible) monopolizing
17 everything by ethnicity or by, shared by money and
18 power. So let's take a lesson from our own
19 (inaudible) by the (inaudible) for democracy.

20 KEVIN MARTIN: So, and I just wanted to
21 make sure, so you, like you said, you think that's
22 the same even in those largest markets, there's no

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1 distinction that we should be making and that we
2 may, we end up doing is even for those big places?

3 REV. JESSE JACKSON: I guess the real
4 bottom line remains that too few people, whether
5 New York, Chicago, LA (inaudible) part of controls
6 or radio, TV and newspaper, their own publishers who
7 affect editors who affect writers who affect
8 assignments who affect outcomes, that's absolute
9 control.

10 Let me give you, just an example of what
11 happened this past week. There was a lot of
12 excitement because a young man, Genaldo Wilson, had
13 been set free in Georgia, a kind of jaded justice
14 and it finally became nationally permanent. On the
15 same day a reporter in Seattle, Washington, in 1944,
16 there was a fight on the, at the Lorton Military
17 Base and, let's just say it was a riot, and a young
18 Italian (inaudible) deputy was killed, some said
19 killed, some say committed suicide, but the
20 (inaudible) Watergate fame had all the black
21 soldiers condemned, court marshalled, jailed and
22 given dishonorable discharges. They were wiped out,

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1 came out in last Sunday's New York Times newspaper.

2 It came out that Mr. Watson withheld
3 information, much like they did in north (inaudible)
4 a few months ago, but the outcome is these men lived
5 six years without their honorable discharge, most of
6 them died, except one, Mr. Sam (inaudible) is alive,
7 he's 83 years old, I recall he said, you know, we
8 never did it. I was not even on the scene. He
9 start crying on the phone. I called several
10 military executives about this story who says it's
11 old news, what's, what's the deal there. They're
12 dead and he's old and (inaudible) was a hero,
13 (inaudible) there was no news in connecting with
14 having those (inaudible) soldiers in the American
15 war in '44 to (inaudible) jaded justice.

16 Well that may not have been of interest
17 to a handful of people in New York, but the last
18 seven Americans, our honor is at stake, our
19 Patriotism is at stake, yet it's not been on TV yet,
20 not a one. (Inaudible) there's nothing New York
21 Times Sunday morning headlines, not on one TV
22 station yet.

0146
1 KEVIN MARTIN: Andy, I had one quick
2 question for you, did you, did you actually say, I
3 just want to make sure I heard you that the

4 commercial radio stations in San Diego were having
5 to carry the non-commercial feed because they didn't
6 have anything local for their news there? I mean I
7 thought that's what you said.

8 ANDREW SCHWARTZMAN: Yes, the principal
9 radio service in San Diego during the emergency was
10 KPBS. There's almost no local origination capacity
11 in the market.

12 KEVIN MARTIN: Yes. Unless there was,
13 unless there was anything else, I think that we were
14 going to, again, thank all the panelists for
15 participating today and open up, open up the public
16 comment.

17 (Applause)

18 REV. JESSE JACKSON: Will you still
19 consider our appeal for the independent minority
20 ownership panel?

21 KEVIN MARTIN: What's that?

22 REV. JESSE JACKSON: I'd like you to

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1 consider, I'd like you to consider the independent
2 minority, proposed independent minority owned,
3 minority panel ownership.

4 KEVIN MARTIN: You know, yes, and we'll
5 continue to said, what I've said all along is I
6 actually, I don't have any problem with any kind of
7 panel to be able to make recommendations to the
8 Commission, although I don't think that should stop
9 us from proceeding on issues that we have in front
10 of us, whether it's on issues that can end up
11 helping on some of the localism issues, whether it's
12 on issues related to changes to low powered FM or
13 potentially on some of the ownership issues, so that
14 I think we're still debating among the
15 Commissioners.

16 REV. JESSE JACKSON: Yeah, I'm saying
17 how quickly we pull together to support it and then
18 if it is, if it's doing this work, it did have it
19 completed when this comes back with this report and
20 will you address it in a meaningful way?

21 KEVIN MARTIN: Oh, I think that we would
22 always, yes, I think we would address it in a

0148
1 meaningful way. I think so.

2 REV. JESSE JACKSON: How quickly will
3 you do that? I'm asking, I'm trying, the Commission
4 needs to be at work pretty quickly and then get back
5 to you before we shouldn't be meeting, if you will,
6 and then a conclusion reached while we're still,
7 while it's still outstanding.

8 KEVIN MARTIN: Well I think that the, I
9 don't think that necessarily any groups that want to
10 make any recommendations can end up preventing the
11 Commission from moving forward as it ends up seeing
12 fit on a variety of issues, but I think that we
13 would always end up taking serious action, taking
14 serious action and take seriously the
15 recommendations that would end up coming in, so.

16 But the, but, again, I think I
17 appreciate everyone's participation and I think that
18 we do need to open it up to public comment for a few
19 hours.

20 Thank you.

LOUIS SIGALOS: Thank you very much,
fellows.

UNIDENTIFIED SPEAKER: Excuse me,
Mr. Martin, who picked the panel and why were there
so few women? where were all the women on the
panel, sir?

LOUIS SIGALOS: The public comment
period will open in just a moment. I will remind
everyone and I want to tell everyone as we
transition to the public comment period, I need to
recognize a few representatives of organizations
that we would have liked to have included on the
panel but due to space and time limitations, we
could not.

Just as for all members of the audience
who have signed up to speak to the Commissioners,
each of these individuals will be limited to two
minutes.

After the transition a little bit here,
we'll get started with a few of these special
speakers and then join, begin the public comment
list.

Would everyone please be seated at this
time. We want to begin with the public comment

period. Again, due to time and space limitations on
the panel, there was a few people we'd like to
recognize initially before we begin with the public
commentors, those people are Joe Torrez who was to
be speaking on behalf of the National Hispanic Media
Coalition, George Tedesci with the International
Brotherhood of Teamsters and Mike Wassenaar for the
Alliance for Community Media.

These people, if you would step forward,
will have two minutes each.

I'd like to have everybody notice we do
have a timer clock there that I'll be strictly
enforcing the time limit on the speakers at this
point, so I would request that Joe Torrez.
Mr. Torrez, thank you.

JOE TORREZ: Good afternoon, my name is
Joe Torrez, Government relations manager for Free
Press, and I read this statement on behalf of the
National Hispanic Media Coalition.

The National Hispanic Media Coalition, a
21-year-old non-profit Latino civil rights media
advocacy organization based in Los Angeles,

California, whose goals include increasing Latino
ownership in the media.

Today the FCC is discussing the issue of
localism. For the National Hispanic Media
Coalition, the issue is the lack of minority media
ownership. It is an outrage that FCC Chairman Kevin
Martin reportedly seeks a vote in December on
eliminating the media ownership limits when the FCC
is unable to accurately assess the true state of
female and minority broadcast ownership.

In its entire history, the FCC has
never accurately kept track of women and minority
broadcast ownership, even the most recent studies in
July failed to count this important data. In fact,

15 commentators hired by the Commission to study the
16 problem were unable to do so because the data
17 provided to them was, quote, useless.
18 Without minority and women ownership
19 data, it is impossible to have an adequate
20 understanding of how different policies governing
21 media ownership in general would impact minority
22 ownership specifically.

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1 We do, however, have some data regarding
2 minority and women ownership thanks to our media
3 ally Free Press. They are as equally concerned
4 about the lack of diversity and ownership in the
5 media.

6 Two important studies from Free Press,
7 Out of The Picture and Off the Dial, is to
8 demonstrate the, illustrate the alarming state of
9 female and minority ownership, the alarming state of
10 female minority ownership.

11 In respect to the Latino community, the
12 first study finds that only 1.1 percent of all full
13 powered commercial television stations are owned by
14 Latinos. The second report on radio documents that
15 Latinos own just 2.9 percent of full power
16 commercial radio stations. These statistics are
17 unacceptable.

18 Both studies confirm that relaxing the
19 ownership rules will cause a further decline in
20 female minority ownership. How far do we have to go
21 before the FCC stops neglecting the issue of
22 minority, of the -- neglecting the media diversity

0153

1 crisis?

2 We join FCC Commissioner Jonathan
3 Adelstein who has called for an independent
4 non-partisan task force to address the minority
5 media crisis.

6 LOUIS SIGALOS: Thank you.

7 JOE TORREZ: But basically he has called
8 for an independent task force and not to move
9 forward with the rules until the work of the task
10 force is completed.

11 Thank you.

12 LOUIS SIGALOS: Thank you, Mr. Torrez.
13 Go ahead, please.

14 GEORGE TEDESCI: Good morning, I am
15 George Tedesci, I am vice president of the
16 International Brotherhood of Teamsters and president
17 of the Union's graphic communications conference
18 representing 60,000 employees, 2,000 are tribune
19 workers in Chicago, New York, Baltimore and LA.

20 The Teamsters have submitted comments to
21 the FCC about our localism and diversity concerns.
22 I am here today to urge the FCC to not be too quick

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1 to grant the tribune application. This would
2 violate FCC rules and policies.

3 Section 310D of FCC rules forbids a
4 broadcast licensee from giving third parties control
5 over stations, personnel, programming and finances.
6 The owners of a station must be the ones who have
7 ultimate management responsibilities.

8 The tribune's Zell's transactions calls

9 these rules into question. Sam Zell clearly would
10 control the tribune as Chairman of the Board, but
11 would not be an owner. The trust establishment for
12 the benefit of Zell's family would hold notes and
13 warrants, but neither Zell nor his family's trust
14 would be owners of the tribune stock. The real
15 owners of the tribune company would be the tribune's
16 employees through an ESOP. The employees hold 100
17 percent of the tribune's stock, but as proposed, the
18 employees will have no role in the selection of the
19 tribune's directors to establish company policy and
20 appoint the officers who run the company and will
21 have no opportunity or ability to select or replace
22 the tribune ESOP trustee who votes all the plan

0155

1 stock.

2 This separation of ownership and
3 management is unprecedented and would set a new,
4 very low standard for compliance with the Act's
5 public interest requirements, which are for the
6 localism and diversity principles in broadcasting.

7 Thank you.

8 (Applause)

9 LOUIS SIGALOS: Thank you.

10 Mr. Wassenaur.

11 MIKE WASSENAUR: Good afternoon,
12 Mr. Chairman, Commissioners, my name is Mike
13 Wassenaur, I'm the national chair of the Alliance
14 for Community Media and the executive director of
15 the St. Paul Neighborhood Network in St. Paul,
16 Minnesota.

17 Localism lies at the heart of the work
18 we do across the country. At community access
19 television city, centers, we work with community
20 groups and independent producers that use our
21 training and production facilities and cable
22 channels to reflect the concerns of their community

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1 and to help educate their fellow citizens.

2 Most importantly for these hearings,
3 they come to us because they have little or no
4 access to significant community forums on local
5 broadcast outlets.

6 For example, in Minneapolis, St. Paul,
7 there's a population of 60,000 Somali Americans who
8 have made their community our community since being
9 displaced by wars in East Africa. This is a
10 community with many significant educational and
11 economic needs. Local access television has
12 responded to those needs by supporting
13 10 regularly-produced TV series on vocational
14 training, acculturated, health education and other
15 topics of vital importance to our entire community.

16 These programs provide approximately
17 20 hours of programming a week by, for and about the
18 Somali American community.

19 Just as significantly, local broadcast
20 outlets have failed to address those information
21 needs of those citizens because the community is not
22 deemed to be a viable market.

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1 When they have made an effort as in the
2 case of the laudable efforts of our local PBS

3 affiliate, they have relied ironically upon
4 producers and programming from community-accessed
5 television. This is one small example of why we
6 believe that local needs are important, are in many
7 ways unaddressed by local television.

8 Our concerns as we look at the future
9 landscape of media production and distribution in
10 the United States is that the significant remaining
11 local outlet, community access television will be
12 weakened or eliminated as a result of administrative
13 rule-makings on franchising in many of the
14 localities around the United States.

15 This only heightens the need for
16 significant action on your part to ensure that local
17 television addresses more than the entertainment
18 needs of the people.

19 Thank you.

20 (Applause)

21 LOUIS SIGALOS: Thank you.

22 Okay, now it's time for the public

0158

1 comment portion of the program.

2 Before I review the ground rules, would
3 the following people please make your way to one of
4 the two closest aisle microphones, there's one there
5 and there's one right there. Carolyn Byerly, Kevin
6 McCarron, James Coleman, Kate Blofson, Sarah
7 Sieberberg, Dylan Wrynn, Bruce Levinson and Nedra
8 Benjamin.

9 Okay, the time limit is two minutes for
10 each speaker. Please organize your thoughts so you
11 can get your important points through within that
12 time frame. Again, we have those two microphones
13 set up, I've called a number of people just so that
14 we can move quickly from person to person.

15 Remember, we have the time clock there
16 and I'm going in the order that you registered and
17 from time to time I'll let you know where we are on
18 that list.

19 Having said all that, Carolyn Byerly.

20 CAROLYN BYERLY: Thank you very much.

21 Chairman Martin, members of the Commission, I'm very
22 pleased to be here today. My name is Carolyn Byerly

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1 and I'm a member of the Howard University Department
2 of, School of Communications. I conduct research on
3 women and minority ownership and on the ethnic
4 minority news audience, among other things.

5 Our nation has before it both a civil
6 rights and a women's rights crisis in media
7 ownership. Our failed Federal communications policy
8 has enabled those with great wealth and power to buy
9 and control more than 90 percent of our public
10 airwaves. These powerful owners have a narrow
11 demographic, they are nearly all male and they are
12 white.

13 The predicament of gender and racial
14 inequality in ownership is discriminatory on its
15 face. Let me share with you some of the effects at
16 the local level. In research that we conducted in
17 Washington, D.C., last year, in a variety of
18 neighborhoods, residents told us that they believe
19 local television news ignores the things that they

20 most want to know about.

21 These things include neighborhood
22 redevelopment, lack of jobs, lack of health care for

0160 themselves and their families and public safety.

1 They want to know about crime, yes, but
2 they want to know why there is so much crime and
3 they want to know what's being done about it and
4 they want more visibility for the things they know
5 full well are going on in their neighborhoods to
6 address it.

7 We also found that black radio listeners
8 prefer African-American controlled stations. They
9 told us these stations, quote, know what's going on
10 and, quote, tell me the truth.

11 My current research on women broadcast
12 owners is still underway, but two early findings are
13 worth sharing with you today. First, women owners
14 emphasize that they are committed to providing local
15 news, thus, we conclude that women's ownership
16 fulfills an essential local public interest.

17 Second, women owners say that they
18 strive to hire and mentor other women. We conclude
19 that preserving women's ownership is vital to giving
20 other women entree into the industry.

21 Thank you very much. I strongly urge

0161 you not to further de-regulate this already
1 concentrated industry.

2 (Applause).

3 LOUIS SIGALOS: Thank you.

4 Kevin McCarron.

5 KEVIN MCCARRON: I'm just, I'm not, I'm
6 just representing myself, I'm here today on my own
7 time. Before I came down to D.C., I earned my
8 graduate degree in economics up in New England after
9 a six-year stint in the service.

10 My graduate work in economics was to
11 bring the fundamentals of democracy into the realm
12 of economics and I want to talk briefly about
13 democracy in broadcasting. We all know if you
14 studied political science that the founding fathers
15 sought to keep power in check in three ways, three
16 fundamental ways, at least.

17 You know about the checks and balances,
18 or supposedly the paying between the three different
19 branches of the Federal Government. The second way
20 was to attempt to allow States some powers vis-a-vis
21 the Federal, in the Federalist system and the third

0162 way was of course through the 10 amendments limiting
1 the power of Government over the citizens, over our
2 citizens.

3 Well the prime and principal of limiting
4 power, keeping power in check also applies in
5 economics. This was at the founding of the academic
6 discipline. Anybody with a degree with this knows
7 this.

8 Competition inherent in perfect, in
9 perfectly competitive markets hopefully was designed
10 to hopefully prevent individual producers from
11 escaping the constraints of these free markets and,
12 thus, thereby commit social injustices.

Now, this leads directly to de-regulation of ownership. The de-regulation media consolidation threatens the design of free markets and allows broadcasting corporations to overcome a system of checks and balances in the economic realm, same principle. We need more regulation in media ownership, not less. The current consolidation ownership is bad for democracy and what's bad for democracy is bad for economics.

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1 LOUIS SIGALOS: Thank you.
2 James Coleman.
3 JAMES COLEMAN: Good day to you all. My
4 name is the Reverend Dr. James Coleman. I'm
5 president of the Missionary Baptist Ministers
6 Conference of Washington, D.C., Maryland, Virginia
7 vicinity. And I wish to express sincere gratitude
8 for the opportunity to share a clergy perspective on
9 the matter of media ownership.

10 Respectfully, I must report that our
11 organization cannot support media consolidation
12 because such consolidation does not pass the
13 theological or moral test required for social
14 justice.

15 As pastors, we wish to note the fact
16 that women, racial and ethnic minority groups and
17 people with disabilities historically have been
18 excluded from or wrongfully stereotyped in the
19 media.

20 It is the church responsibility to make
21 the case that God has supplied the airwaves as a
22 gift to all human kind. He requires of us to be

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1 good stewards over the airwaves and ensure that
2 media reflect in a balanced fashion the views,
3 opinion and ethnic values of all segments of
4 society.

5 As the media systems have increased in
6 size over the last few years, media owners have
7 become more powerful with the potential for good as
8 well as evil. Our society has become dependent on
9 media owners to supply needed information in an
10 honest, accurate and reliable manner.

11 However, growing concern is that news
12 reports are no longer reliable, no longer honest and
13 it seems news reports have become more entertainment
14 than serious reporting. Seemingly some newscasts
15 sent all across the nation spotlight controversial
16 and embarrassing circumstances people have
17 participated in.

18 The personal issue and event is foreign
19 to what's going on in our particular locality. News
20 stories of local communities and our community are
21 often overlooked for the more sensational
22 entertaining scripts as we pastors attempt to

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1 address the sensational and false messages that we
2 receive by way of packaged media stories.

3 LOUIS SIGALOS: Thank you very much.
4 JAMES COLEMAN: And I see my time is up,
5 so I --

6 (Applause)
7 LOUIS SIGALOS: Kate Blofson.
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8 KATE BLOFSON: Hey, Commissioners, hey,
9 Chairman Martin, hey everybody.
10 (Hey).

11 KATE BLOFSON: Happy Halloween. We are
12 the FCC cheerleaders and we are so totally psyched
13 to be here today. I'm sure you guys are really glad
14 that we made it, too.

15 So, me and Sarah got here at like 4 a.m.
16 this morning and so we're going to go back to back
17 so we can finish all of our cheers.

18 By the way, I really love the music
19 before the first panelists, like behind the TV
20 thing, we totally use that same music for one of our
21 like best ever routines.

22 I'd just like to reiterate that we're
0166
1 for the FCC, that's why we are the FCC cheerleaders.
2 The guards out there seemed to be confused like
3 we're here to disrupt something or distract from
4 this process.

5 We are totally for media consolidation,
6 okay, and we're here to cheer you on and support you
7 110 percent while you give 110 percent of the media
8 to big corporations.

9 So, we've been working really hard since
10 last Wednesday night to get these cheers down.
11 Normally we'd have like way more time than that to
12 like meet and practice and stuff, but I guess we
13 just heard about it a week ago, so.

14 (Us too).
15 (Cheerleaders).
16 Ready, okay.

17 Two, four, six, eight, who do we
18 consolidate, media, media, more media.

19 KATE BLOFSON: By the way, that would
20 have been way better with our pom-poms, they like
21 took them at security, so.
22 One more cheer, let's do it. All right.

0167
1 So --

2 LOUIS SIGALOS: Thank you.
3 KATE BLOFSON: You're welcome, we're
4 going to do our last cheer now, thank you so much
5 for the opportunity and you guys are doing a totally
6 awesome job.

7 LOUIS SIGALOS: Sarah.
8 Sarah Sieberberg, please.

9 SARAH SIEBERBERG: We're doing a cheer.
10 LOUIS SIGALOS: Okay, start the clock,
11 this is Sarah.

12 (Cheerleaders).
13 Ready, okay. One million, two million,
14 three million dollars, all for Clear Channel stand
15 up and holler, M-O-N-O-P-O-L-Y, monopoly, monopoly
16 gets us high.

17 LOUIS SIGALOS: Thank you. I believe
18 now we are up to Dylan Wrynn. Yes.

19 MICHAEL SHAY: For personal reasons,
20 Dylan and I switched positions, I'm Michael Shay, so
21 I'm going to be in his position, he'll be in mine.
22 I was 26, I think, so.

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1 Could I have two minutes?

2 LOUIS SIGALOS: Yes, please.
3 MICHAEL SHAY: Thank you. I'm Michael
4 shay from WRYR, the LPFM almost first to ever go on.
5 We've been on the air five years out in the
6 Chesapeake Bay. We've been doing localism, we know
7 what localism is, but, you know, we, I'm here
8 despite the efforts of the National Association of
9 Broadcasters and National Public Radio. And
10 100 watts is not going to fill the vacuum that is
11 created by the mega broadcasters that want more of
12 the spectrum and it really is unbelievable that our
13 local communities don't have any frequency
14 available.

15 And I can share with you instance after
16 instance of the good work that we've been doing in
17 our community for over five years, but I would like
18 to share one particular instance that kind of drives
19 home an amazing point.

20 And the NPR players with Susan Sandberg
21 and Carl Kassell, they do radio theater drama at, in
22 Easton and, you know, it's our radio station that

0169
1 hosts it so that they can call it Radio from
2 Downtown. Without our station, it really wouldn't
3 be Radio from Downtown.

4 When I interviewed Susan Sandberg, and
5 I've interviewed many people from Presidential
6 candidates to very important people in our
7 community, and when I told Susan the story about how
8 National Public Radio tried to keep my station from
9 happening and is still trying to keep other stations
10 from happening, community radio, she thought I
11 wasn't telling the truth. She didn't believe it.
12 It's an unbelievable story and it's the only
13 interview that I've ever had anybody walk away from.

14 You know, the, we have done a study, the
15 Miter Corporation -- excuse me, my time's up, but
16 we're going to continue to do good work in our
17 community.

18 Thank you.

19 LOUIS SIGALOS: Thank you very much.

20 Before I announce the next speaker,
21 would the following people come forward to the
22 microphones, please, Melanie Campbell, John Arnold,

0170
1 Liz Humes, Susan Meehan, Epham Rams and Rosa
2 Clemente.

3 Bruce Levinson.

4 BRUCE LEVINSON: Bruce Levinson with the
5 Center for Regulatory Effectiveness.

6 In the recent data in a recent filing by
7 consumers union indicated that the number of full
8 powered minority-owned commercial television
9 stations has increased by 25 percent between 2000
10 and 2006, the same time period during which they
11 stated the consolidation has increased.

12 There's been an attempt to use the
13 current issues of localism and minority and female
14 ownership to try and, to justify ownership caps;
15 however, there is not reliable data supporting that
16 connection. It's actually just the opposite.

17 Ownership caps decrease the value of the
18 assets of female- and minority-owned stations. They

19 need those assets to bond against, to investimate
20 businesses, to improve programming management and to
21 buy new, to buy additional station properties.
22 You're not going to help minority and

0171

1 female broadcast investors by decreasing the value
2 of their assets. Decreasing station values may
3 nominally make other additional people able to buy
4 stations, but that's true regardless of gender or
5 ethnicity. It simply opens it up to more white
6 males.

7 Moreover, reducing station values
8 discourages investors, it discourages investors of
9 every ethnicity. You need to reduce regulation in
10 order to make the process more welcoming and more
11 opening to all investors and potential investors in
12 the broadcast industry.

13 Thank you.

14 LOUIS SIGALOS: Thank you.

15 Nadia Benjamin.

16 SAMANTHA MILLER: Hi, I'm actually
17 Samantha Benjamin speaking on behalf of Nadia
18 Benjamin and Code Pink, Women for Peace. I'm
19 dressed today as a corporate media whore because I
20 feel that our (inaudible) have been sold to the
21 highest bidder.

22 When the media is consolidated into a

0172

1 few profit-driven hands, it is at the cost of our
2 democracy. I belong to a women's peace organization
3 called Code Pink that has been working to stop the
4 war in Iraq and to prevent a war with Iran. We
5 represent the majority sentiment in this country,
6 but one would never know that by turning on the
7 news.

8 Our voices have been completely
9 marginalized by the corporate media. The lack of
10 diversity of opinions and analysis in the media is a
11 life and death issue. The media sold the Iraq war
12 to the American public which has now cost the lives
13 of almost 4,000 U.S. troops and over one million
14 Iraqi civilians, not that you'll ever hear that on
15 the news.

16 Now they're trying to sell us a war with
17 Iran, acting as if somehow Iran has made threats
18 towards us.

19 How can we call ourselves a democracy
20 when we have a media entirely controlled by large
21 corporations and often the same corporations
22 profiting from the war in Iraq.

0173

1 To have a real democracy we must have an
2 informed population, we must have true public
3 discourse with the diversity of voices in the media.
4 The FCC must stop corporations from silencing the
5 voices of the people and protect public interest.
6 It's time to stop prostituting our airwaves to
7 corporations.

8 (Applause)

9 LOUIS SIGALOS: Thank you.

10 Melanie Campbell.

11 CAROL JENKINS: Hi, I'm representing
12 Melanie Campbell who is not able to make it, I'm

13 Carol Jenkins from the Women's Media Center. We all
14 belong to a group called Dignity and Diversity.
15 We've been having phone calls every single Tuesday
16 morning since the Imus incident took place in April.

17 So far the group has initiated a
18 Congressional hearing and is making its effect known
19 in the world in terms of women of color, diverse
20 women in the media.

21 Here's the thing, today we witnessed yet
22 again a scenario where there were 10 men and 2

0174

1 women. There are 4 Commissioners who are male and
2 only 1 Commissioner who's a woman. There's a
3 hallway full of Commissioners who are all white men,
4 well mostly white men, so that I, the issue that we
5 would raise because of the women's media center,
6 we're talking about the representation of women in
7 the media and we might say, too, at the FCC.

8 You have to have diversity more than a
9 2 to 10 in terms of expressing the opinions of
10 what's going to take place with these publicly-owned
11 airwaves, both television and radio.

12 So we would, we still say we are the
13 invisible majority, more women in the country than
14 men, we now in mainstream media still occupy only
15 3 percent of positions of clout and own an
16 infinitesimal amount of radio stations and
17 television stations in this country.

18 And I think that as you begin to think
19 about how you present yourself, you are a
20 representative of mainstream media in the
21 unfortunate way of not showing women of color, of
22 not showing women in their true representative state

0175

1 in this country and until women are included, you
2 have only a part of the story and at this point not
3 the most important part of the story of what's
4 happening in America.

5 Thank you very much.

6 (Applause).

7 LOUIS SIGALOS: Thank you. John Arnold.

8 John Arnold.

9 Liz Humes.

10 LIZ HUMES: Hi, I'm Liz Humes and I'm
11 here to speak on behalf of WRIR LPFM and before I
12 begin my speech, I have to say that I probably agree
13 with every single speaker who was up here in support
14 of localism, but because of time constraints, I'm
15 here to talk to you about one small aspect of what
16 LPFM can do for our local communities. We can save
17 lives.

18 WRIR LPFM Richmond independent radio and
19 the City of Richmond, Virginia, have a unique
20 partnership to work together in times of crisis. We
21 have a five-year agreement in which WRIR will
22 broadcast emergency information and instructions

0176

1 from public officials over our airwaves. I have a
2 letter to give to you from our Mayor and Former
3 Governor of Virginia, Doug Wilder.

4 I also want to quote this letter when he
5 says, "WRIR LPFM is vital to Richmond's response and
6 recovery efforts." At the end of the letter he goes

7 on to say, "Broadcast radio guarantees emergency
8 management officials the ability to connect
9 immediately and effectively with the public en mass.
10 Locally-owned, locally-operated public broadcast
11 stations like WRIR LPFM are an ideal tool for
12 communication between municipalities and the
13 communities they serve."

14 WRIR was neither the first station nor
15 the second station, but we were the only station
16 that accepted this partnership with the City that we
17 live in. The other stations, full powers, didn't
18 want to give up their airwaves to serve the City
19 they operate. WRIR will allow the chief of police,
20 the fire department, the Mayor's press office and
21 the head of public utilities to discuss whatever
22 needs to be done to restore peace in our lives.

0177

1 I am asking you today to do the next
2 right thing for response and recovery efforts and
3 allow the expansion of LPFMs on the radio dial,
4 because at least in Richmond, Virginia, we're the
5 only station willing to use our airwaves to save
6 lives and I'd like, and I'd like to submit the
7 letter from Doug Wilder, okay.

8 LOUIS SIGALOS: Yes, I'll take that.
9 (Power to the women).

10 LOUIS SIGALOS: Susan Meehan.

11 SUSAN MEEHAN: Good afternoon, to dilute
12 the number in diversity of medias and experiment,
13 that places America at great risk of losing one of
14 its most fundamental freedoms, the freedom of press.

15 The ultimate reduction, result of this
16 reduction of media is a loss of freedom in speech.
17 This was brought home to me most strikingly when I
18 spent a Summer years ago living in Spain when it was
19 still under the control of Dictator Francisco
20 Franco. Freedom of speech was not even a luxury at
21 that time and place. It was a concept entirely
22 unacceptable, untolerated and impermissible under

0178

1 any circumstances.

2 One member of the family with whom I
3 lived in high-rise public housing there greatly
4 disliked Franco and protested bitterly against him.
5 His orator always frightened the family greatly
6 because they knew if it was heard and reported, all
7 of them could be imprisoned. So when they began to
8 rail against the Government in their own home, they
9 forced him into a closet, a clothes closet. Dissent
10 could only take place in a tiny room in the dark and
11 surrounded by garments and galoshes, not other
12 humans.

13 I wouldn't want to live like that ever
14 again and I am afraid that media consolidation is
15 herding us in that direction.

16 If media ownership laws are changed to
17 allow even more consolidation, a few immensely rich
18 businesses will control what is said and democracy
19 will suffer. Issues in which the rich have
20 viewpoints different from the poor will not be
21 covered fairly or eventually at all because it will
22 not be in their financial interests to do so.

0179

Severe consequences for democracy will be the result and closets will once again become the only place for protests. People on the airwaves and democracy requires that the greatest possible variety of opinion should be brought to the attention of all.

Thank you.

LOUIS SIGALOS: Thank you.

(Applause)

LOUIS SIGALOS: Before I announce the next speaker, I'd like to call the following people forward, Nanz Riccard, Tim Gibson, Christian Melendez, Alex Allen, Carol Jenkins, Adam Lynn and Michael Halperin. E. Faye Williams.

ROSA CLEMENTE: I'm Rosa Clemente.

LOUIS SIGALOS: You're next.

E. Faye Williams.

ROSA CLEMENTE: You haven't called me.

LOUIS SIGALOS: You're next up, Rosa, Rosa Clemente.

ROSA CLEMENTE: Hi, okay. My name is Rosa Clemente and I'm a hip hop journalist, activist

and community organizer. I'm a mother and as a black Puerto Rican woman, I'm outraged, I'm outraged at a bunch of white men over the age of 45 that control 95 percent of the material. In this material within the hip hop industry puts out the most degrading, misogynistic and depicts my daughter's father, my partner, an African-American man with three jobs, but according to the majority media, he is lazy, violent, a drug dealer, weed smoker, saggy-bag wearing Nigger. Yes, because even if the mainstream media would not use this word, everything they put out there portrays him as a Nigger.

As a women of color, what Don Imus said did not bother me. Why, I don't expect anything from a racist bigot. What angered me was that not one woman of color progressive or moderate was to be found on their airwaves after his nasty comments.

As a hip hop generation baby, I am aware that what is portrayed on the mainstream media is not hip hop, but a distorted, twisted fantasy version of the rap industry so men who don't look

like me or my daughter or the majority of the American population can live in multi-million mansions while they put out the most violent and public safety nasty music out there so that they can live lavish lives.

One year after the infamous Tsunami song aired on Hot 97 we met with John Demic, a white man. He said to us I don't let my listen -- my kids listen to anything on the radio that comes out of this station that I program. John Demic said as a hip hop programmer he does not allow his own children to listen to it.

So I ask the Commissioners, and respectfully, especially to Chairman Martin, this is not a joke for us, this is our lives and I ask you how will you sleep tonight, tomorrow or for the rest of your life if you allow this to happen.

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LOUIS SIGALOS: Thank you.

19

(Applause).

20

LOUIS SIGALOS: Nanz Riccard.

21

NANZ RICCARD: Good afternoon,

22

Commissioners, I'm Nanz Riccard, I'm executive

0182

1 director of the District of Columbia's public access
2 television community network, DCTV, which transmits
3 over 130 original local program hours each week on
4 non-commercial channels devoted to public discourse.

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As big media has gotten more and more consolidated, they have pushed local diverse forces off the air. Community access channels fill an important void. Community programmers speak with their communities. Community channels are where the tableau is being broken that has caused minor girls who were infected with AIDS by adult men to be ostracized by their communities.

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Here is where conversations among youth to resolve gang violence is being held. This is not to ensure the commercial viability of these channels, but to meet vital local communication needs and make our communities better places to live.

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And yet at the same time the Commission is looking towards further media consolidation. Its two recent hearings on cable TV franchising are chipping away at the one true local television

0183

1 system that exists within a reasonable regulatory
2 framework. The issue before us is one of resolving
3 how out of balance our information distribution
4 systems have become relative to our goals as a
5 democracy.

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The Chairman listed many proposals and amendments. They may be a start, but they do not by themselves undo the results of overvigorous media consolidation and its detriment on localism and diverse views.

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Mr. Goodman spoke of looking at the picture as a whole in order to achieve true localism. The imbalance is caused by the devil that's in the details and the cumulative effect of the many pieces discussed here today.

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The Commission acts in the public trust by guiding the use of some of the nation's most valuable publicly-owned assets. In this light we respectfully request the Commission to halt further need of consolidation and adopt rules to encourage reversal of its effects to date.

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0184

1 encourage and ensure the continuance of new local
2 ownership with clearly-defined local programming,
3 public interest requirements and the framework
4 should be restored and extended to broadcast
5 satellite, radio and emergency technologies as a
6 mean of ensuring the unnecessary citizens-based
7 discord in each of those broad-based media, the
8 framework that public access has been over these
9 years.

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11

I thank the Commission very much.

LOUIS SIGALOS: Thank you.

Tim Gibson. Tim Gibson. Christian Melendez.

CHRISTIAN MELENDEZ: Good afternoon Commissioners, Chairman Martin, I'm Christian Melendez, I'm a student at the University of Maryland. I'm also here to represent the underrepresented today, the youth, to urge you to promote localism by not relaxing media ownership rules, by encouraging low powered FM and by protecting that word neutrality.

You are probably aware that economists

from your Commission said that local ownership of TV stations had healthy implications for healthy news, however as Senator Barbara Boxer has noted, that study was suppressed.

If evidence from the FCC is not enough, try the story about two Fox reporters who are being fired for doing a story on a dangerous growth hormone by Monsanto who happened to be an advertiser for Fox News.

If the only outlet that's in an area decide to censor the news, where, where's the public going to get this information from?

Again, I'm a student from the University of Maryland and many students there have never heard the terms media consolidation, never heard of neutrality, low powered FM.

I'm a DJ at the University's radio station, WMUC FM, College Park, it's America's oldest college radio station and a community outlet that has decided it would not duplicate the corporate infotainment that's perpetuate -- or excuse me, it's just repeatedly put out there on the

airwaves every single day.

We strive to bring all sorts of musical genres, local artists, fresh news to the students of College Park. We don't expect big media to let the public know what's really going on. For example, the amount of coverage in 2003 to the Commission's rule changes was very limited, so then how am I aware of these such things? Because of participatory and not one-directional medium, the Internet.

The explosion of original user-generated content which is due to network neutrality is stealing revitalization of our democracy. In College Park, for example, where I'm from, there's a major development initiative being undertaken by the University listeners and blogs like we think College Park are generating community awareness and involvement. And I'll finish real fast, these are reasons to promote localism everywhere. I want you to expand local powered FM, promote diversified ownership, protect the network neutrality. Please don't let big media choke the oxygen out of our

dwindling democracy and please don't let the public leave thinking what the "F" CC.

Thank you.

LOUIS SIGALOS: Thank you.

Alex -- Alex Allen.

ALEX ALLEN: I wanted to address
Chairman Martin.

LOUIS SIGALOS: Excuse me, what's your
name, sir?

ALEX ALLEN: Alex Allen, but I wanted to
talk to Chairman Martin, but if he's running --

LOUIS SIGALOS: We're on the record.

ALEX ALLEN: All right, I just wanted to
say that, I really like Chairman Martin and they
print these dot matrix photos of him in the Wall
Street Journal from time to time and I look at him
and he's got such an innocent face and he's so soft
spoken and so I think we're in good hands here, but
then I hear about devious and devilish things that
this Commission reportedly wants to do, like relax
the newspaper, broadcast cross-ownership ban and
then when this hearing is a week before the election

scheduled on five minutes notice, it's not really
conducive to getting a fair sampling of public
comment.

With that said, I would say that
basically the, the situation, the media environment
in this country as it's demonstrated by corporate
interests, by the merchant class, every religion in
the world warns against the merchant class because
it's, it's very dangerous.

With that said, I'd like to, I'd like to
build up, there's an old skit in Monte Python, an
old skit in Monte Python where a health inspector
walks into a chocolate shop and this chocolatier is
making chocolates with Lark's vomit and -- my
apologies, I'm glad you heard me, though.

And basically the health inspector says,
you know we have to take this stuff off the market.
And he says but our sales are, or we have to tell
the public, we have to label; and he said our sales
would plummet. The health inspector says to hell
with your sales, we've got to protect the public and
I think that the Commission has got to protect the

public and the best way to do that is to not relax
any rules.

Thank you and --

LOUIS SIGALOS: Thank you very much.

Carol Jenkins.

Adam Lynn.

ADAM LYNN: I believe the public trust
has been lost and that only the profit motive
remains for media companies. The Commission is
tasked with ensuring the commercial media system
recognizes that they foster the life blood of
democracy and I believe you are failing in this
regard.

You can look back to the quote of Laurie
Maze saying something to the effect of that he's not
in the business of providing information to
listeners, he's in the business of making money.
And I think that's when we need to step in and tell
him he's wrong on that account.

If, if some of you don't believe me in
this regard, let me give a little evidence to the
effect of why this is the case. You can start with

0190

1 staff cuts. There's been 4,000 journalists at least
2 since 2000 that those jobs have been cut due to
3 consolidation. If you go to look at what's replaced
4 these journalists, you'll see that fluff has
5 replaced these journalists.

6 I turned on Fox 5 this morning before I
7 came down here and what did I see, I saw a
8 journalist dressed up as Ghostbuster walking around
9 doing a news report and that is not, not journalism
10 to me and that is not what I want to hear about from
11 my community. If you look even further, you'll see
12 well what else they've replaced it with is fake news
13 or video news releases.

14 We, you know, I mean the fact, even
15 regardless of disclosure, it's a travesty that this
16 is even around and I'll report that the GAO site, it
17 showed that from '98 to 2002 feed material increased
18 from 14 percent to 23 percent, which is absolutely
19 horrific. And let me just, just say that on top of
20 that, you know, you have, you just see the loss
21 that, the loss of journalism that this has created.

22 What, you know, what you see, you look

0191

1 to radio and the voice tracking and all these
2 things, that's what the next thing is in TV if you
3 allow consolidation. So I don't think, you don't
4 need to imagine it. You see it, it's happening, no
5 local news and if you want this homogenized content,
6 this lack of local news and a public that lacks the
7 means to inform themselves on issues of importance,
8 then you, then you go ahead and consolidate, but
9 otherwise you should think twice about that.

10 And I just want to extend an open
11 invitation to all Commissioners that if you believe
12 anything the NAB or --

13 LOUIS SIGALOS: Thank you very much.

14 ADAM LYNN: -- NAB or NAA is saying
15 about consolidation, I'm available day or night to
16 prove you wrong.

17 LOUIS SIGALOS: Thank you very much.

18 ADAM LYNN: Thank you.

19 LOUIS SIGALOS: Before I announce the
20 next speaker, would the following people come
21 forward, please, Nickey Guerra, Josh Silver, Wendy
22 Thompson, Alexandra Russell, Garland Nixon, Mike

0192

1 Shay, or Dylan Wrynn, Patricia Omana and Lynn
2 Erskine.

3 Michael Halperin.

4 MICHAEL HALPERIN: Good afternoon, I
5 come today in strong opposition to further media
6 consolidation. I come today as an individual but in
7 my day job by work is to expose Government
8 corruption. We depend on investigative reporters to
9 bring to light stories of corruption, not stories of
10 wild fires, but stories about political appointees
11 who manipulate endangered species, scientific
12 documents or bring into light staged FEMA press
13 conferences.

14 Media consolidation really stifles
15 meaningful investigative reporting with media
16 outlets being forced to depend on wire stories and

17 the few reporters that have not been relieved of
18 their duties. This is not streamlining, it is
19 dilution.

20 It's no wonder the former editor of the
21 Wall Street Journal has formed an investigation to
22 employ investigative reporters and make their

0193

1 articles available free of charge to do the job
2 local media struggle with more and more every day.
3 Consolidation also significantly reduces
4 local editorial satire. The number of professional
5 working editorial cartoonists has decreased
6 substantially in recent years to approximately 100
7 in the entire nation.

8 With this decline comes a decline in
9 attention to local issues, mail order corruption,
10 school board hi-jinx, local company layoffs, the
11 critical, but local issues, are all but ignored.

12 Furthermore, under increased
13 consolidation, local media outlets are more likely
14 to feel pressure from national owners to go soft on
15 big advertisers, where the politicians or political
16 appointees who create conditions favorable to their
17 profits.

18 Now this is not the media companies
19 fault, it's not because of lazy reporters or
20 editors, the situation comes from a failure to
21 govern.

22 John F. Kennedy's FCC Commissioner

0194

1 Newton Minnow said I did not come to Washington to
2 idly observe the squandering of the public's
3 airwaves.

4 I'd employ you to do the same and to
5 save this industry.

6 LOUIS SIGALOS: Thank you.

7 Nickey Guerra.

8 NICKEY GUERRA: Hello, Commissioners, as
9 demonstrated by all the speakers today, media
10 consolidation clearly undermines the fundamental
11 values of a truly deliberative democracy. My
12 parents fled a totality State in 1959 in search of
13 freedom and a democratic State, most of all
14 democracy for their children.

15 I fail to see this democracy that they
16 sought. Our mass media fails to protect us and
17 undermines the values of the founding fathers that
18 they need to promote democracy, free speech, public
19 deliberation and public access to information.

20 It's clear that consolidation only
21 worsens media's tendency to sometimes omit
22 information that's inconvenient and marginalize

0195

1 opinions that are oppositional.

2 So, please, I implore you not to further
3 these faults in our mass media by further relaxing
4 the consolidation rules.

5 LOUIS SIGALOS: Thank you.

6 Josh Silver.

7 JOSH SILVER: Hi, Commissioners, I'm
8 Josh Silver, I'm actually the co-founder and
9 executive director of Free Press and I've never
10 testified to the FCC, so this is exciting.

I just wanted to tell you why in two minutes, this will be a miracle if I can do this, why I helped found Free Press and it was really out of exacerbation over the state, particularly of television news. And everything we've heard and everything we see across the board shows that consolidation, further consolidation is just going to make matters worse.

I'm struck by how truly bipartisan, when I go out across the country, and I'm not talking to politicians, but I'm talking to real people and I do it a lot, probably more than most people in the

country, that people on the right and the left really can't stand this idea of further consolidation and I, I put that to you as a warning that this is not popular in any way.

And I guess I'd conclude by saying it's very clear that while we might not be seeing yet the kind of backlash that we saw in 2003, I see it starting to percolate and people across the country really care about this and they're watching closely and I really hope that you will listen to the 99 percent of public comments that you've received opposing consolidation and do as the public would have you do.

Thank you.

(Applause)

LOUIS SIGALOS: Thank you.

Wendy Thompson.

WENDY THOMPSON: Well when I start this, good afternoon, my name is Wendy Thompson and I am the vice president and general manager of Telemundo, Washington, D.C., which is owned and operated by CGS Communications, one of the very few minority-owned

broadcasting companies.

My station has over 30 employees and every one of us have been a wavering commitment to serve our audience. Through our nightly local news at 6 and 11 and Washington's only Spanish language public affairs program (spoke in Spanish), the Hispanic community in this region is kept informed of current issues. We are the communities vehicle to learn about the services and opportunities available in our region.

Last night, for example, we offer our viewers the opportunity to contact a panel of experts in domestic violence to learn of the services available in the region for victims of domestic violence. Without having the support from the FCC, communities will not be able to receive the much needed local information.

In our case, we are the bridge that connects and keeps our community informed. Both Commissioners McDowell and Commissioner Adelstein have visited our station and have seen firsthand the commitment and the work that we do to help our

communities.

That is why we devote so much efforts toward educational projects such as our read to succeed literacy campaign, voting health and

5 financial education. We're very proud to be a
6 Hispanic-owned broadcaster and proud still of the
7 difference we make in our community. Our motto says
8 it all (spoke in Spanish) the voice of the
9 community.

10 We hope the FCC recognizes the
11 importance of localism and acts to preserve it.
12 (Applause).

13 LOUIS SIGALOS: Thank you.

14 Alexandra Russell.

15 ALEXANDRA RUSSELL: Hi, good afternoon,
16 oh, thanks. My name's Alexandra Russell and I'm a
17 citizen activist and as your very own cheerleaders
18 told you this morning, folks were lined up outside
19 the building from 4 a.m. on ready to testify and
20 even more people rallied outside this morning to
21 call on you to put people in better local diverse
22 news ahead of corporate interests and big media.

0199

1 These are our public airwaves, it's
2 something we sometimes forget, but they're ours and
3 corporations have an obligation to put the public
4 interests first, but what we're finding as big media
5 companies get even bigger is that more local news is
6 getting stifled and the most important part of that
7 is that women and people of color are getting pushed
8 out, our ownership levels are down. Women are more
9 than half the population of this country, but we are
10 less than 5 percent of TV broadcast stations and
11 less than 6 percent of radio. This is simply
12 unacceptable.

13 I urge you as all the folks outside this
14 morning and in here to put people, the public and
15 local diverse news ahead of big corporate profits.

16 Thank you.

17 LOUIS SIGALOS: Thank you.

18 Garland Nixon.

19 GARLAND NIXON: Yes, I'm a radio talk
20 show host with Pacifica Network and basically I
21 started to kind of talk about myself, but I decided
22 just to say this, I think all you have to do really

0200

1 is look, if you look at the people who are walking
2 up here, these are normal, every day people.

3 This really is not about corporations
4 and radio, it's about democracy. If we look at our
5 history, if we look at the Boston Tea Party, what
6 did we have, we had a lot of regular every day
7 citizens who said, you know, we don't like things
8 this way and they all, they all came together to do
9 something.

10 And we ask ourselves who was right, the
11 big people in power or the every day people who said
12 we don't like this. We look at the civil rights
13 movement, what did we have, a bunch of people who
14 walked up to the Government and said, you know, this
15 isn't right, let's do things a different way.

16 Our history tells us that when the
17 citizens, the normal every day citizens, the motley
18 crew you have here in sneakers and hats and tennis
19 shoes walk up and say this is the way we think it
20 should be and on the other side you have people, you
21 have corporate millionaires in 5,000 dollar suits

22 saying we want things another way, our history tells
0201

1 us that every single time democracy should have gone
2 on the side of the every day people.

3 So, rather than say my story, I'd just
4 simply like to say I'd like you to think about
5 democracy and think about history and think about
6 what if you were back there making that decision,
7 sitting there and there were people in power and
8 there were people up, walking up off the street just
9 saying, you know, can you look at it our way, we
10 don't have any money and power.

11 Thank you.

12 LOUIS SIGALOS: Thank you. Dylan Wrynn?

13 Mike Shay, Dylan Wrynn.

14 Patricia Omana.

15 PATRICIA OMANA: Good afternoon, my name
16 is Patricia Omana, and I am the general manager of
17 WIOC AM radio station owned by CGS Communications
18 which is 100 percent Hispanic owned.

19 WIOC, we're basically, we are an AM band
20 but we operate as a music station. Looking at our
21 community, our Hispanic community in the area, in
22 the metro, we internally have created a lot of

0202
1 programming, we have opened our microphone and
2 opened our studio to profit, non-profit
3 organizations to educate and empower this community.

4 This community needs a lot of
5 information and we are providing that for them and
6 that's what localism does, not only for the Hispanic
7 community, for any community that exists in the
8 United States.

9 Thank you.

10 LOUIS SIGALOS: Thank you. Before I
11 announce the next speaker, I'd like to call up the
12 following people, Francwa Sims, Sandra Levin,
13 Natalie Fannie and Shireen Mitchell.

14 Lynn Erskine.

15 LYNN ERSKINE: Hello, my name is Lynn
16 Erskine, I'm a long-time resident of Washington,
17 D.C. Thanks for giving me the opportunity to speak.

18 I'm concerned that I don't see many
19 local TV stations covering this hearing and it's
20 hard to change the media if the media isn't willing
21 to cover themselves.

22 Traditional media remains highly

0203
1 profitable. The economics across ownership and
2 consolidation within media have played a central
3 role in the debate over limits on media ownership.

4 Media owners have argued that
5 consolidation and conglomeration from an economic
6 efficiency and result in a more vibrant media
7 marketplace. This assertion is challenged by
8 reality, however. Newspaper and television
9 properties are highly profitable when compared to
10 nearly every other industry. Newspapers, for
11 example, generally have profit margins of 20 percent
12 or more and regularly sell at multiples of 10 to 12
13 times cash flow.

14 The biggest problem facing traditional
15 media is to develop profitable ways to distribute

16 their content online, a problem that isn't solved by
17 consolidation. In fact, increased head-to-head
18 competition on the web between independent local
19 newspapers and TV stations can enrich the news
20 content of local markets.

21 while newspapers and broadcasters need
22 to develop better strategies to attract viewers and

0204 1 readers, there's no evidence that combining local
2 newspapers and TV will help.

3 There are quality newspaper models that
4 work.

5 Thank you.

6 (Applause).

7 LOUIS SIGALOS: Thank you.

8 Francwa Sims.

9 FRANCWA SIMS: Right here. Okay. I'm,
10 okay, I'm Francwa Sims, I'm a local D.C. Blogger and
11 as an African-American male, I understand what it's
12 like to be underrepresented and marginalized.

13 As a content provider, I also understand
14 competition and with other bloggers in the
15 professional so-called credentialed media, and it's
16 very hard for bloggers to get our revenue. I also
17 understand that it is special powerful interests
18 that control the pockets of the FCC, Congress, the
19 White House and the judiciary. They own the
20 airwaves and the pockets of the FCC.

21 I'll make this point again, the FCC is
22 on the take and I don't blame them. I wish somebody

0205 1 would offer me money for my blog.

2 After spoke, that the decision has
3 already been made and all this public testimony is
4 just a matter of procedure. If the FCC cannot serve
5 the public interests, then it should be abolished
6 and replaced by a more democratic body. The FCC is
7 not really in control here, Congress is not in
8 control, nor is the executive branch and the
9 judiciary. This is really a one-sided discussion.

10 The FCC is a puppet and the corporate
11 interests is pushing for media consolidation. It is
12 amazing how the current administration can advocate
13 a free press of media in Iraq while we're losing it
14 here at home.

15 Thank you.

16 (Applause).

17 LOUIS SIGALOS: Thank you.

18 Sondra Levin.

19 SONDRA LEVIN: Yes, good afternoon, my
20 name is Sondra Levin, I have been a journalist for
21 15 years and I grew up in Silver Spring. I'm
22 motivated to speak because of my outrage of the

0206 1 direction of media.

2 More and more large corporations and
3 monopolies have taken ownership of the media
4 business. This has resulted in a huge decline in
5 presentation of voices, the number of voices and
6 ideas. Democracy depends on freedom of the press
7 and free speech.

8 Any, I oppose any FCC actions to enable
9 the consolidation of media ownership. It runs

10 counter to free speech and free press.

11 The FCC should, in fact, go the opposite
12 direction. I'm shocked and appalled by the amount
13 of propaganda, lies and lack of enough environmental
14 and social justice issues presented in the media.

15 As a journalist I'm appalled by the
16 lowering of standards in my profession. Due to
17 consolidation, there is less opportunities for me as
18 well. I'm appalled by the lies and misinformation
19 and bias in media reports.

20 I participated in a march against the
21 war in mid-September and the newspapers failed to
22 report the number correctly. There was

0207

1 misinformation and they weren't even following the
2 basic journalistic principles of who, what, where,
3 when and why.

4 When I sit in the cafe, the radio is
5 playing and I hear information about celebrities I
6 have no interest in hearing about, Britney Spears
7 and other non-singers that I do not want to hear
8 about goes on for 5, 10 minutes and I'm so angry
9 that I turn off the TV and I turn off the radio, but
10 opting out is not a reason to do -- it's not
11 something that I should do or anybody should do, we
12 should try to get a media that listens to everybody
13 and has a variety of voices, so that's why I'm here
14 to speak.

15 I don't want to opt out, I want to speak
16 out and say we need a diversity of voices, that's
17 what the founding fathers would want.

18 Thank you.

19 LOUIS SIGALOS: Thank you. Natalie
20 Afannie. Natalie?

21 Shireen Mitchell.

22 SHIREEN MITCHELL: Thank you and good

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1 afternoon, I appreciate the opportunity to speak.

2 I'm from the organization called Digital
3 Sisters and we're an organization that focuses on
4 media and technology and its impacts on
5 self-sufficiency for women and children who are
6 repeatedly underserved.

7 I want to thank you today for supporting
8 our issues around women of color who, stop the
9 violence against women of color by having everyone
10 wear the tag for red and the V standing for victim,
11 we appreciate that, so as we move forward, basically
12 I'm also part of a coalition of women's, the women's
13 coalition of dignity and diversity, you heard a
14 little bit about them earlier, and focusing on
15 issues that are happening in the media and how they
16 impact women and how they impact particularly women
17 of color.

18 This media issue is a big issue and I
19 think someone said it earlier, when you start to see
20 people come in to do the things you see today, that
21 means that something's wrong. We've got to speak
22 out, we've got to make some changes and that's why

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1 I'm here today.

2 Although I heard someone say that
3 they're happy about digital TV and digital radio,

4 we're also not happy about how it came about. As
5 one speaker said, he's not sure what will happen to
6 those stations that aren't able to make the
7 transition from analog to digital. We are clear
8 that that is the problem, you don't know what's
9 going to happen, we're going to mute those voices.

10 The small local stations will lose their
11 ability to broadcast to local communities, the wait
12 and see what happens motto is the reason we have the
13 lack of diversity in the media ownership right now,
14 and women and minority broadcasters as well.

15 Media consolidation will further
16 decrease diversity and not allow the local issues
17 that are important to local communities to be
18 broadcasted. Although many people can get access to
19 local issues online, we continue to forget that
20 there are too many women and people that still don't
21 have online access to anything and actually rely on
22 their local community television stations and radio

0210 coverage.

1 With less local stations available, it
2 means that less local news for those communities and
3 families. Diversity of voice is important. Of all
4 things, we just need to make sure that we are
5 addressing this issue and not spending time on
6 issues like Imus. We can no longer wait and see and
7 have, and make sure that everyone has a voice. We
8 have to make local issues an important part of
9 what's going on so that these people who have, are
10 impacted by media in their daily lives can see
11 what's going on.
12

13 LOUIS SIGALOS: Thank you.

14 SHIREEN MITCHELL: Whether it's about
15 local jobs to re-development or the fact that the
16 average single mother isn't on welfare and works two
17 jobs and wants to know what's going on in her
18 schools in her community, we've got to make a
19 difference today.

20 LOUIS SIGALOS: Thank you.

21 And I want to thank you, all of today's
22 public commentators.

0211 This concludes the Commission's 6th
1 hearing on localism. Thank you for your attendance
2 and for your participation.

3 (Public Hearing concluded.)
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I am neither counsel nor party to this
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Monica Voorhees